

WHAT IS CLAIMED IS:

1. A method of providing product-related data, the method comprising:
  - (A) determining that a first web page comprises a representation of a first product, wherein the first web page is hosted by a web server;
  - 5 (B) displaying, on a first user computer and in conjunction with the display of the first web page by a first web browser, a first user-selectable display element not identified by the web server;
  - (C) detecting, on the first user computer, selection of the first display element by a first user; and
  - 10 (D) presenting, on the first user computer and in response to at least (C), product-related data for the first product.
2. The method of Claim 1, wherein the presented data comprises a user-selectable display element that causes, upon selection, the first product to be added to a virtual shopping cart.
- 15 3. The method of Claim 1, wherein the presented data comprises a user-selectable display element that causes, upon selection, the first product to be purchased.
4. The method of Claim 1, wherein (A) comprises, on the first user computer:
  - (A-1) transmitting, to a product data server, an identification of
  - 20 the first web page, wherein the product data server is not the web server, and
  - (A-2) receiving, from the product data server and in response to at least (A-1), an identification of at least one product, including the first product, represented on the first web page.
- 25 5. The method of Claim 4, wherein (A) further comprises, on the first user computer, identifying the representation of the first product on the first web page.
6. The method of Claim 1, wherein (B) comprises modifying the first web page displayed by the first web browser.
7. The method of Claim 1, wherein the first display element is a modified
- 30 representation of the first product on the first web page.

8. The method of Claim 1, wherein the first display element is a clickable icon positioned proximate the representation, on the first web page, of the first product.

9. The method of Claim 1, wherein (A) comprises, on a second user computer

5 (A-10) receiving, from a second user, an indication that the first product is represented on the first web page.

10. The method of Claim 1, wherein (A) comprises, on a second user computer:

10 (A-11) displaying, in conjunction with the display of the first web page by a second web browser, a second user-selectable display element not identified by the web server,

(A-12) detecting selection of the second display element by a second user,

15 (A-13) instructing, in response to at least (A-12), the second user to identify a product represented on the first web page, and

(A-14) receiving, from the second user, an identification of the first product.

11. The method of Claim 10, wherein the first display element is the same as the second display element.

20 12. The method of Claim 10, wherein (A) further comprises, on the second user computer

(A-15) confirming that the representation of the first product is included on the first web page.

25 13. The method of Claim 10, further comprising, on the second user computer

(E) collecting product-related data for the first product.

14. The method of Claim 13, wherein (E) comprises

(E-1) instructing, in response to at least (A-12), the second user to provide product-related data for the first product, and

30 (E-2) receiving, from the second user, product-related data for the first product.

15. The method of Claim 14, wherein (E-1) further comprises instructing the second user to identify a second web page including a representation of a second product.

5 16. The method of Claim 14, wherein (E-1) comprises instructing the second user to identify a third web page from which the first product can be purchased.

17. The method of Claim 10, further comprising, on the first user computer (F) displaying a toolbar including the first display element.

10 18. The method of Claim 17, wherein the toolbar includes the second display element.

19. The method of Claim 9, further comprising, on the first user computer:  
(H) transmitting, to a product data server, an identification of the first web page, wherein the product data server is not the web server; and

15 (I) receiving, from the product data server, and in response to at least (H), an identification of at least one product including the first product.

20. The method of Claim 19, further comprising, on the first user computer:  
(J) presenting, in response to at least (C), a list of the at least one product;

20 (K) detecting selection, by the first user, of the first product from the list of products;

(L) requesting, from the product data server, product-related data for the first product; and

(M) receiving, from the product data server, product-related data for the first product.

25 21. The method of Claim 1, wherein (D) comprises, on the first user computer

(D-1) modifying the first web page displayed by the first web browser.

22. The method of Claim 1, further comprising, on the first user computer

30 (N) displaying a window, wherein the data presented in (D) is presented in the window.

23. A method of providing product-related data to a user, the method comprising, on a user computer:

(A) receiving, from a product data server, an identification of a product represented on a web page served by a web server, wherein the web server and the product data server are separate;

(B) displaying in conjunction with the web page, and in response to at least (A), a user-selectable display element for the product, wherein the display element is not identified by the web server;

(C) detecting selection of the display element;

(D) receiving, from the product data server, product-related data for the product; and

(E) presenting the received product-related data in conjunction with the web page.

24. The method of Claim 23, further comprising, on the user computer:

(G) transmitting an identification of the web page to the product data server, wherein (A) is performed in response to (G); and

(H) transmitting an indication of the selection of the display element to the product data server,

wherein (D) is performed in response to (H).

25. The method of Claim 23, wherein the presented data comprises a user-selectable display element, and wherein selection of the user-selectable display element causes the product to be added to a virtual shopping cart.

26. The method of Claim 23, wherein the presented data comprises a user-selectable display element, and wherein selection of the user-selectable display element causes the product to be purchased.

27. A method for providing access to product-related information, the method comprising, on a user computer:

(A) identifying a representation of a product within a first web page;

(B) displaying, in conjunction with the first web page, a user-selectable display element; and

(C) providing access to information associated with the product in response to selection by the user of the display element.

28. The method of Claim 27, wherein the first web page is obtained from a web server, and wherein the user-selectable display element is not identified by the web server.

29. The method of Claim 27, wherein (A) comprises matching the name of the product in the first web page.

30. The method of Claim 27, wherein the display element is added to the first web page proximate the representation of the product.

31. The method of Claim 27, wherein the display element identifies a second web page not hosted by the web server, and wherein a portion of the information is located on the second web page.

32. A method for collecting information associated with a product represented on a web page, the method comprising, on a user computer:

(A) instructing a user to identify a product represented on a web page hosted by a web server;

(B) receiving from the user an identification of a product;

(C) instructing the user to supply information about the product; and

(D) receiving information about the product from the user.

33. The method of Claim 32, further comprising, on the user computer

(E) transmitting the received identification and information to a data server, wherein the data server is not the web server.

34. The method of Claim 33, further comprising, on the data server:

(F) receiving the transmitted identification and information from the user computer; and

(G) associating the product with the information.

35. The method of Claim 34, further comprising, on the data server:

(H) confirming that the product is represented on the web page; and

(I) associating the product with the web page.

36. The method of Claim 32, wherein (A) comprises instructing the user to place an icon adjacent a representation of the product on the web page.

37. The method of Claim 32, wherein (B) comprises detecting the location of the placement of an icon by the user on the web page.

38. A method of providing product-related data, the method comprising, on a data server:

5 (A) receiving an identification of a web page from a client program executing in conjunction with a web browser on a user computer, wherein the web page is hosted by a web server that is not the data server;

(B) transmitting to the client program an identification of a product represented on the web page for which the data server has product-related data;

10 (C) receiving a request from the client program for product-related data for the product; and

(D) transmitting product-related data for the product to the client program.

15 39. The method of Claim 38, wherein the product-related data comprises a user-selectable display element that causes, upon selection, the product to be added to a virtual shopping cart.

40. The method of Claim 38, wherein the product-related data comprises a user-selectable display element that causes, upon selection, the product to be purchased.

20 41. A method of collecting product-related data, the method comprising, on a data server:

(A) receiving from a client program executing in conjunction with a web browser on a user computer, an indication that a user would like to provide information about a product represented on an identified web page, wherein the web page is hosted by a web server that is not the data server;

25 (B) transmitting to the client program a request for information;

(C) receiving the requested information from the client program; and

(D) associating the web page with the received information.

42. The method of Claim 41, wherein the request for information comprises a request for an identification of the product.

43. The method of Claim 42, wherein the request for information comprises a request for an identification of a web page of an on-line store from which the product may be purchased.

5 44. The method of Claim 42, wherein the request for information comprises a request for an identification of a web page including a representation of a related product.

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